



STONECURRENT
P R E S S

Stonecurrent Five Hats

Day Four The Marketer

Solo Edition working prototype

Who needs it, and how will they discover it?

A genuine free resource from Stonecurrent Press

The Marketer has entered the room

The Marketer decides whether a clear group of people can be reached with an honest reason to notice the book. The task is not to invent publicity; it is to find a credible route from the book to its reader.

The Marketer asks

Who needs it, and how will they discover it?

The Marketer may

- Identify one reachable audience before considering a wider one.
- Describe the moment that makes the book relevant to that audience.
- Choose discovery routes based on existing behaviour, not fashion.
- Design one modest test that can produce useful evidence.

The Marketer may not

- Claim that everyone is a potential reader.
- Change the book merely to follow a current trend.
- Promise virality, coverage, sales or an audience that does not yet exist.
- Read the earlier reports before completing this one.

Choose a reachable audience

Use the title, description, reader promise, synopsis, comparisons and known facts about the author, formats and distribution. Consult the manuscript only to verify a claim.

The first audience I would try to reach *Name a recognisable group connected by an interest, need or behaviour.*

Why this book matters to them now *Describe the question, event, concern or desire that makes it relevant.*

What they already read, watch, visit or discuss

The words they are likely to use *Use their language rather than publishing terminology.*

Where this audience can actually be found

Trace the discovery path

A reader rarely moves from complete unawareness to purchase in one step. Describe what must happen at each point without assuming attention or trust.

Step	What must happen	What could help
Notice	The right person encounters the book.	
Understand	They quickly grasp what it offers.	
Believe	They find a credible reason to trust the promise.	
Choose	They know what to do next and feel the book is for them.	
Share	The experience gives them a natural reason to mention it.	

The weakest point in this path

Why it is weak

Say why it matters

Good marketing makes a truthful promise easy to recognise. It does not inflate the claim or replace the book with a slogan.

One clear sentence *This book is for people who... because it...*

The first reason to pay attention

The proof *What in the book, author's experience or reception supports the claim?*

The clearest next action *Read an extract, visit the book page, attend an event, buy, borrow or recommend.*

Plain-language check

- ☐ A reader can understand it without publishing knowledge.
- ☐ It names a real benefit or interest.
- ☐ The evidence supports it.
- ☐ It asks for one clear action.

Choose routes that fit the reader

A channel is useful only when the intended reader already uses it or has a believable reason to encounter the book there.

Possible route	Why this audience uses it	What belongs there	First useful action
Owned	Website, newsletter or author contact		
Retail	Bookshops, online pages or libraries		
Earned	Reviews, interviews, groups or events		
Social	A platform or community they already use		

The first route I would use *Choose one, not all four.*

Why it deserves priority

Run the smallest useful test

The first test should answer a question, not merely generate activity. Keep it small enough to complete and clear enough to learn from.

The question I need answered *For example: Does this description make the intended reader want to know more?*

The smallest honest test *What will be shown, to whom, where and for how long?*

The response I will observe *Choose evidence connected to the question, not a flattering number.*

What would make me change the message or route

What I will do with the result

Marketer report

Complete the report before opening the Reader, Editor or Bookseller judgements. The task is to test a credible path to discovery, not to produce a large campaign.

First reachable audience

Reason the book matters to them

Most credible discovery route

Message they are likely to understand

Principal obstacle to discovery

One priority action

Provisional signal

- [] Green - a reachable audience, honest message and credible discovery route are clear.
- [] Amber - the audience is plausible, but the message or route needs testing.
- [] Red - I cannot yet identify a reachable audience or believable path to discovery.

Leave the Marketer's chair

The report is complete when it names a reachable audience, explains why the book matters to them and proposes one sensible way to test discovery.

Completion check

- ☐ I chose a reachable audience rather than everyone.
- ☐ I used the audience's language rather than publishing language.
- ☐ I traced the steps from first notice to a clear action.
- ☐ I chose routes based on behaviour rather than fashion.
- ☐ I designed a small test that answers a real question.
- ☐ I chose one priority action.

Now compare - do not combine

Open the first three reports. Note where their evidence strengthens the marketing case and where the proposed message asks the book to promise more than those reports support.

One point the earlier reports support

One claim I should not make

Tomorrow

The Sceptic asks: What assumption could undo the whole case?

Keep all four reports closed until the Sceptic has made an independent judgement.